C1750-1
12/5/88

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Dec 5

58th Year 1988
Western Cable
RTNDA

20814SRI AT850I ZW2
SRI ACQ
CONGRESSNL INFO SRV **SAMPLE
4520 EAST-WEST HWY
BETHESDA MD 20814

Broadcasting Dec 5

Vol. 115 No. 23

Gone West... Cable industry heads to Anaheim for discussions of industry's hottest topics: cable-telco; future of basic, pay and PPV; fiber optics, and HDTV. CNBC signs Cox and Cablevision Systems to carry its new cable programing service. **PAGE 36.**

High point... NBC's record bid wins 1992 Olympics in Barcelona, Spain. **PAGE 35.**

RTNDA '88... Some 1,500 broadcast journalists and others gather for RTNDA's international conference and exhibit in Las Vegas.

CBS News correspondent Ed Bradley praises local broadcast journalists as "innovators," while Bill Sternoff, *USA Today: The Television Show* correspondent, says many of them are poor managers who have become "babysitters." NBC's Garrick Utley takes issue with 'trash TV.' **PAGE 40.**

39/**OPEN AIR**
In what is being seen as sign of glasnost, Soviet Union stops jamming Radio Free Europe and Radio Liberty.

42/**HOLLINGS HITS**
On two separate occasions, Senate Commerce Committee Chairman Ernest Hollings expresses grave misgivings about FCC, group he says is run by "youngsters" functioning with "nonpolicy."

46/**POLICE RAP**
Former New York narcotics detective Sonny Grosso, who with his partner broke famed French heroin connection in late 1960's, is executive producer and on-air host of proposed syndicated "reality" show, *Cop Talk: Behind the Shield*.

46/**GRANT TAKES HOLLYWOOD**
Program production joint venture between former CBS Entertainment President B. Donald (Bud) Grant and Tribune Broadcasting finds interest at all three commercial broadcast networks for first batch of development projects.

50/**PRIME TIME PBS**
Public Broadcasting Service and its member stations agree to establish firm national prime time schedule and fundamentally change how public television renews programs.

56/**CHILDREN'S HOURS**
CBN Family Channel and DIC Enterprises sign agreement that will bring 26 hours per week of children's programing to CBN's schedule next fall.

58/**GOLD RUSH**
Interest in golden oldies format is high these days, with shifting age demographics cited as one reason. Some observers worry about how many stations format can support.

64/**HDTV IN 1992**
Electronics Industries Association study predicts that high-definition television will be introduced in U.S. in 1992, with up to 25% penetration in U.S. homes by year 2000.

65/**TIME IS ON THEIR SIDE**
FCC gives United States Satellite Broadcasting and Dominion Video Satellite until Dec. 4, 1992, to build and launch proposed high-power direct broadcast satellite systems.

70/**SPORTS SUMMIT**
Television and sports executives attending 10th annual Sports Summit meeting hear bullish reports about televised sports on network and pay-per-view television.

72/**HOLLYWOOD TRANSPLANT**
Columbia Pictures Entertainment will sell $160 million-plus movie package to British Satellite Broadcasting in what BSB is calling Hollywood's biggest film deal ever with Europe.

95/**ADVICE OF COUNSEL**
Tom Cohen, senior counsel of Commerce Committee, is at center of communications policy on Hill.

DEPARTMENTS

Advertisers Index	94
Business	68
Cablecastings	69
Changing Hands	74
Closed Circuit	6
Datebook	24
Editorials	98
Fates & Fortunes	92
Fifth Estater	95
For the Record	76
In Brief	96
International	72
Law & Regulation	66
Masthead	30
The Media	70
Monday Memo	20
On Radio	58
Open Mike	28
Programing	46
Riding Gain	63
Satellite Footprints	65
Stock Index	83
Technology	64
Where Things Stand	10

Broadcasting (ISSN 0007-2028) is published 52 Mondays a year by Broadcasting Publications Inc., 1705 DeSales Street, N.W., Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $2 except special issues $3.50 (50th Anniversary issue $10). Subscriptions: U.S. and possessions: one year $70, two years $135, three years $190. Canadian and other international subscribers add $20 per year. U.S. and possessions $235 yearly for special delivery, $100 for first-class. Subscriber's occupation required. Annually: *Broadcasting* □ *Cablecasting Yearbook* $110, *Across the Dial* $6.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $55). Postmaster, please send address corrections to *Broadcasting*, 1705 DeSales St., N.W., Washington, D.C. 20036.

telephone companies be allowed to serve as transporters of others' programing, although not programers themselves, in telcos' own service areas (BROADCASTING, June 20).

At present, not only FCC regulations and 1984 Cable Act but also modified final judgment issued by U.S. Judge Harold Greene in his supervision of breakup of AT&T are seen as barriers to such crossownership by seven Bell operating companies. NTIA has petitioned FCC to preempt Greene's regulation of BOC's, arguing that Greene is hampering BOC entry into information services, including cable.

Resolution now pending in House calls on Congress to wrest jurisdiction from Greene and eliminate barriers. Measure has backing of House Energy and Commerce Committee Chairman John Dingell (D-Mich.) and, at last count, 112 co-sponsors.

Duopoly, one-to-a-market—FCC has voted to relax duopoly rules to allow closer spacing of commonly owned AM and FM stations, arguing that impact on diversity would be negligible and that it would allow some broadcasters to reap certain economies of scale.

Chairman Dennis Patrick had also hoped to modify one-to-a-market rules to allow radio-TV crossownership, but was unable to reach consensus with other commissioners in time for Oct. 27 meeting. He is now shooting for Dec. 12 meeting.

Broadcast-newspaper—Appropriations bill (H.R. 4782), which was signed into law, includes provision that prevents FCC from reexamining its broadcast-newspaper crossownership rules.

Rupert Murdoch won victory in U.S. Court of Appeals in Washington March 29 when court ruled that statute passed by Congress in session's final hours violated First and Fifth Amendments by prohibiting FCC from extending current waivers of rule banning newspaper-television station crossownership. Court did not rule on constitutionality of substance of provision that bars commission from repealing or modifying television-newspaper crossownership ban.

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING

SERVICE	ON AIR	CP's[1]	TOTAL *
Commercial AM	4,915	278	5,193
Commercial FM	4,116	606	4,722
Educational FM	1,356	265	1,621
■ Total Radio	10,387	1,149	11,536
FM translators	1,625	439	2,064
Commercial VHF TV	543	19	562
Commercial UHF TV	506	205	711
Educational VHF TV	119	7	126
Educational UHF TV	214	29	243
■ Total TV	1,382	260	1,642
VHF LPTV	109	164	273
UHF LPTV	290	1,165	1,455
■ Total LPTV	399	1,329	1,728
VHF translators	3,060	109	3,169
UHF translators	2,198	338	2,536
ITFS[2]	250	114	364
Low-power auxiliary	824	0	824
TV auxiliary	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL[3] & intercity relay	2,836	166	3,002

CABLE†

Total subscribers	47,042,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	52.8%
Pay cable penetration	32%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.

Direct Broadcast Satellites

GE Americom-HBO goal of beginning medium-power direct-to-home TV service may have been derailed by Nov. 8 FCC decision to deny request to modify K-3 power from 45 to 60 watts.

High-power Ku-band direct broadcast satellite delivery of television programing directly to homes will become reality in U.S., says Hughes Communications, which proposes launch of 200-watt direct broadcast satellite in "1992 time frame." Higher power—10 times higher than current fixed satellite service birds—says Hughes, will enable reception of video programing by only one-foot downlinks, thereby expanding current consumer home satellite market well beyond current two million.

Hughes's plan will go to parent, General Motors, for approval by end of year.

GE Americom might have beaten Hughes to punch, launching 60-watt Ku-band DBS birds K-3 (as early as January 1990) and K-4 (both already under construction), marketing with HBO joint venture, Crimson Satellite Associates, to provide service to both cable industry and home dish owners (owning three-foot dishes), with cable likely retailers.

Hughes says GE service would only be "interim" step toward its 200-watt service. Hughes and GE agree on need to bring together "business system," including programers and cable operators.

FCC extension granted two weeks ago gave Dominion Video Satellite and Hubbard Broadcasting's United States Satellite Broadcasting four more years—until Dec. 4, 1992—to put proposed DBS systems in operation. USSB and Dominion were among those granted permits with six-year expirations in December 1982.

High-Definition TV

Comments were due Thursday (Dec. 1) on second FCC inquiry on advanced TV transmission (see "Top of the Week"). Commission asked for comments on which spectrum scheme allotment would be optimal: one 6 mhz channel; 6 mhz channel with 3 mhz augmentation channel; 6 mhz channel with 6 mhz augmentation channel, or 6 mhz NTSC channel and simulcast noncompatible high-definition 6 mhz channel.

Analysis subgroup of ATS committee's systems subcommittee has received submissions for 15 proposed HDTV or EDTV transmission systems. Thirteen of 15 systems were studied in-depth by analysis group during meeting held Nov. 14-18 in Washington. Report based on finding of week-long meeting will be submitted to systems subcommittee in February.

On Sept. 1, FCC tentatively decided to eliminate from standardization consideration transmission systems with continuous 9 mhz channel, incompatible with NTSC sets. Move eliminates possibility of terrestrial standardization of NHK's MUSE-E. Commission also decided to restrict any possible additional spectrum for advanced television broadcasting to currently allotted VHF and UHF televi-

Membership pulled

EDITOR: In reference to your story: "NAB faces opposition to its Class A FM proposal" (Nov. 28), I am another one of the growing list of Class A broadcasters who have pulled their membership in NAB. I had felt for several years that the NAB was composed only of the "big boys" and that the organization was not predicated on the support of grassroots, local radio. There had not been an issue such as this come to the forefront for several years, and after some calls from NAB broadcasters, I decided to join.

Now this issue brings into focus again that the NAB is not concerned about small-market broadcasters. The old adage "he who has the gold makes the rules" definitely applies here. I have pulled my membership in NAB because once again it appears that it's an organization that works for the big guy, but when the issues warrant support of the little guys, it's not there.

I hope the "AM-ization of FM" argument isn't listened to at the FCC. It's just a scare tactic. *Randall Miller, president and general manager, WRVI(FM) Virden, Ill.*

Production options

EDITOR: I would like to remind the networks, studios and series producers ("The High Price of Success," BROADCASTING, Oct. 10) that the United States is not one state (California), but 50 states. Instead of taking television series productions offshore, thereby restricting employment to a small, elite group of Americans, they should take a serious look at the other 49 states.

Any series shot primarily in a studio (situation comedy, game show, soap opera, magazine format and reality show) can be produced anywhere in the United States, including the snowbelt, at a substantially lower per-episode rate than the production costs in California.—*Pamela Dedrick, producer/director, Windflower Productions, Burnsville, Minn.*

Voices of experience

EDITOR: I want to commend BROADCASTING and your chief correspondent, Leonard Zeidenberg, for the accurate and informative articles on the recent World Administrative Radio Conference on Space Services that was held in Geneva [BROADCASTING, Oct. 3, 10]. They were timely reports on this complex conference which is so crucial to the future of satellite communications.

As the Deputy Head of the Canadian delegation, I was fully involved with all aspects of the conference and I was interviewed several times by Mr. Zeidenberg. I have now read his two reports on the conference and I can attest that they are accurate, complete and have even captured the politically volatile atmosphere that existed during the conference sessions.

Such authoritative reporting gives me the assurance that BROADCASTING is a source of news that can be trusted to be accurate and complete. *E.D. DuCharme, director, regulatory policy and planning branch, Canadian ministry of communications.*

Broadcasting
The News Magazine of the Fifth Estate
1705 DeSales St., N.W. Washington, D.C. 20036-4480

Please send (Check appropriate box)

☐ **Broadcasting Magazine**
☐ 3 years $190 ☐ 2 years $135 ☐ 1 year $70 ☐ 6 mos. $35
(international subscribers add $20 per year)

☐ **Broadcasting ■ Cablecasting Yearbook 1988**
The complete guide to radio, TV, cable and satellite facts and figures—$110 (if payment with order $95.) **Billable orders** must be accompanied by company purchase order. Off press March 1988. Please give street address for UPS delivery.
To order by MASTERCARD or VISA credit cards, phone toll free 1-800-638-SUBS

Name _____ ☐ Payment enclosed
Company _____ ☐ Bill me
Address _____ Home? Yes ☐ No ☐
City _____ State _____ Zip _____
Type of Business _____ Title/Position _____
Signature (required) _____ Are you in cable TV operations ☐ Yes ☐ No

For renewal or address change place most recent label here

The Fifth Estate
Broadcasting
incorporating
TELEVISION

Founder and Editor
Sol Taishoff (1904-1982)

1705 DeSales Street, N.W., Washington, D.C. 20036
Phone: 202-659-2340
Editorial department fax: 202-429-0651
Administrative department fax: 202-331-1732

Lawrence B. Taishoff, *publisher*

Editorial
Donald V. West, *managing editor*
Mark K. Miller, Harry Jessell, *assistant managing editors*
Leonard Zeidenberg, *chief correspondent*
Kira Greene, *senior news editor*
Matt Stump, Kim McAvoy, John S. Eggerton, *associate editors*
Susan Dillon, Adam Glenn, *international assistant editors*
Randall M. Sukow *(technology)*, **Peter D. Lambert, Lucia Cobo**, *staff writers*
Kristina I. Hoyt, *editorial assistant*
Anthony T. Sanders, *systems manager*
Todd F. Bowie, Ed Kaitz, *production*

Broadcasting ■ Cablecasting Yearbook
David Seyler, *manager*
Joseph A. Esser, *associate editor*
Deborah Segal, Tracy Turner, Paul Muller, Francesca Tedesco, *editorial assistants*

Book Division
David Dietz, *manager*

Advertising
Washington
Robert (Skip) Tash, *Southern sales manager*
Doris Kelly, *sales service manager*
Debra DeZarn, *classified advertising manager*
New York
David Berlyn, *senior sales manager*
Charles Mohr, Stacey Kibel, *sales managers*
Hollywood
Tim Thometz, *sales manager*
Schiff & Associates *(Western equipment and engineering)* 213-393-8085

Circulation
Kwentin K. Keenan, *circulation manager*
Patricia Waldron, *data entry manager*
Keith Brody, *subscription service manager*
Joseph Kolthoff, Vardell McPhatter

Production
Harry Stevens, *production manager*
Rick Higgs, *production assistant*

Administration
David N. Whitcombe, *vice president/controller*
Philippe E. Boucher, *controller*
Tracy Henry, *assistant controller*
Albert Anderson, *office manager*
Nancy Miller, *personnel administrator*
Shaun Gehan
Sheilene Scott, *receptionist*

Corporate Relations
Patricia A. Vance, *director*

Bureaus
New York: 630 Third Avenue, 10017
Phone: 212-599-2830
Fax: 212-599-2837
Geoff Foisie, *chief correspondent*
Rich Brown, George Mannes, *staff writers*
June Butler, *advertising assistant*
Cecelia Tyson
Hollywood: 1680 North Vine Street, 90028
Phone: 213-463-3148
Fax: 213-463-3159
Tim Thometz, *Western sales manager*
Sandra Klausner, *editorial-advertising assistant*
Stephen McClellan, *chief correspondent*
Steve Coe, *staff writer*

International Advertising Representatives
Europe and United Kingdom: Lucassen International, John J. Lucassen, Kamerlingh Onneslaan 67, 1171 AC Badhoevedorp Amsterdam, Netherlands. Phone 31(2968)9 6226. Telefax 31 (2968)9 3617. ■ *Japan:* Masayuki Hanhara, Kukan Media Inc., 9-4-302 Miyakojima-kitadori 2-chome, Miyakojima, Osaka, 534 Japan. Phone (06) 925-4452. Telex 02423928.

Broadcasting Publications Inc.
A Times Mirror Business Publication
Lawrence B. Taishoff, *president*
Donald V. West, *vice president*
David N. Whitcombe, *vice president*

Founded 1931. *Broadcasting-Telecasting*® introduced in 1946. *Television*® acquired in 1961. *Cablecasting*® introduced in 1972. ® Reg. U.S. Patent Office. ☐

Copyright 1988 by Broadcasting Publications Inc.

restriction on programing ownership. The lack of progress heretofore indicates that "reasonable" is a difficult term to define.

National Cable Television Association President James Mooney, Valenti's cable counterpart in the discussions, was reticent. He said there is no deadline for consummation of a deal. Asked about the deal's prospects, he said: "I am always cautiously optimistic."

MSO buy-in of Showtime now

It now appears the long-anticipated investment by several cable operators in Showtime may never happen. Showtime Chairman Tony Cox said last week that MSO ownership is not needed for economic or distribution reasons, and would only make sense for strategic ones. "I don't need to get into systems," said Cox. "I have no problem with Showtime distribution...I just need those systems to recognize the value of Showtime and market us."

A buy-in for strategic reasons is still possible, he said, if it makes sense for both sides, but indications are there is less and less reason to do so. He questioned whether "having the MSO's as owners would be significantly that much more advantageous to us than having them as affiliates," especially since both services have posted subscriber gains since November 1987 without MSO ownership. "I talk to these guys fairly regularly," he said, but "there are no currently active conversations going on with the group."

(Although MSO's had shown interest in Showtime, primarily as a way to keep HBO in check, their enthusiasm was tempered by the overall health of the pay business, which has held steady, at best.)

Cox gave little hope that a deal would be struck with a foreign company or a Hollywood studio, once considered possibilities. "We don't need the money, so I don't know what having a foreign investor brings strategically other than cash," he said. As for Hollywood, he said: "I have the best movies in pay television today. I'm not sure how much better the product can be by having a studio investment." He said "studio conversations are at best occasional [and] not something we're actively seeking." □

Three-network share down but HUT's up

ABC manages to post gain; independents, pay cable up

The story of the November television sweeps was the viewers, more of whom turned on their television sets. The increased HUT (homes using television) levels, multiple-set viewing and use of VCR's allowed the three broadcast networks to deliver virtually the same size audience in prime time, while other viewing alternatives, particularly independent television and pay cable, registered impressive ratings increases for the month.

Among NBC, ABC and CBS, which registered a combined 41.6 rating/67 share, the race was won by NBC with a 15.4/24, while ABC, at 14/23, was alone among the three to register a ratings increase. CBS finished with a 12.2/19 and had some sizable declines in key prime time demographics.

Despite the elections and a writers' strike that ruined promotion strategies and still delays some premieres, the actual audience delivered by ABC, CBS and NBC was off only 1%, or just under 500,000 households. Still, the networks as an industry had also to be concerned about viewership erosion in other dayparts as well, which, except for Saturday morning children's television, were all down.

For the season to date, ABC, CBS and NBC have seen at least a 6% decline in ratings, with most of that decline coming in late September and October. Whether the improvement in November continues—audience share was down just three points—depends on affiliate preemptions and whether the audience returns to series after having sampled shows elsewhere. Said CBS senior vice president David Poltrack: "Look for the month of January to reestablish the series viewing pattern."

NBC won first place by taking Monday, Thursday and Saturday, while finishing last only on Friday. Also winning three nights was ABC, which took Tuesday, Wednesday and Friday, while finishing last on Thursday and Sunday. CBS won only Sunday and finished last on the four other nights. There was some difference in the way the three networks scheduled during the sweeps. NBC relied more on regular series—including movies and mini-series in a regularly scheduled time period—for 77% of its half hours, compared to 66% for CBS and 59% for ABC. Both the latter two networks had more specials, and for ABC, 24% of its half hours were used to air special movies, including *War and Remembrance*.

NBC vice president, sports research, Gerald Jaffee, said the network's fourth consecutive November win was especially noteworthy given the help ABC was supposed to have gotten from *War and Remembrance*. But the leading network had its own problems, and ratings were down 7% from the prior November. Problems were especially noticeable among its leading shows, which have been used to help nurture new series. Of the top five NBC prime time series, three were off by sizable percentages: *The Cosby Show*, down 19%, to a 26.3 rating; *A Different World*, down 26%, to a 21, and *Cheers*, off 20%, also to a 21.

ABC's winning 'War'

NBC was not alone; ratings were down for all but two of the top 10 network shows.

The numbers were also mixed for ABC. Although it was the sole network to improve over all, showing better ratings in two-thirds of its half hours, it showed the worst declines in two key dayparts, morning news and daytime. Still, Larry Hyams, director, audience research, said: "From ABC's point of view, this was one of our best sweeps performances in recent memory. Even without *War and Remembrance*, we were up on six of seven nights and we won Friday for the first time since 1979."

For CBS, the best face it could put on its ratings numbers was that the strike and *War and Remembrance* had altered its strategies and weakened its movie nights, a situation Poltrack said would soon improve. But the network's hopes to build a new schedule appeared set back by the failure of many of its new series, five of which ended in the bottom 10 in the rankings.

There was some dispute between ABC and CBS research as to how the two networks performed on the basis of "regular

'Married...' with ratings, on Fox

series." Poltrack said the two networks were tied, whereas Hyams said ABC, using the definitions that A.C. Nielsen uses, was in the lead.

Clearly benefiting from a comparison with last year was Fox. Research by CBS showed that the independent network posted a 5.5/8 rating for its limited schedule, compared to a 3.7/6 the year before. *Married...with Children* showed a strong gain, to a 9.3/13, compared to a 4.4/7 in the prior November sweeps. *America's Most Wanted*, a new show, also obtained a 9.3/13. Poltrack pointed out that the lead-out of *Married...with Children* is dissipated by the shows that follow: "Now they will have to start making network-type decisions" on whether to replace the existing schedule with new shows.

Home Box Office was also up—from a 6.9 to an 8.3—for the first time in four years, said Poltrack. The pay cable network may have benefited from the younger component of ABC's audience that switched away from *War and Remembrance*, and from weak performances by the networks on Saturday night, which Poltrack said is HBO's strongest night. □

Fall sweeps: Prime time ratings

	1987	1988
ABC, CBS & NBC	43	41.5
Independent TV stations	9.1	13.4
Superstations	2.9	3.3
PBS	2.7	2.5
Cable Origination	5.7	7.6
Pay Services	3.5	3.8

Syndicated sweeps winners: 'Wheel,' 'Jeopardy!' and 'Cosby'

The November rating books will mark the beginning of the end for some syndicated shows. Although the data is still being compiled, a rep firm programing vice president said the November numbers will not be significantly different from October's numbers. "*Wheel of Fortune*, *Jeopardy!* and *Cosby* continue to lead the way among syndicated fare," the executive said. "*Wheel* and *Jeopardy!*," he said, "continue to show signs of weakening, while *Cosby* has shown continued strong growth for the past couple months."

The picture is not so bright for some new-season syndicated shows, other rep sources said. "*USA Today: The Television Show* continues to be disappointing, as does *Family Feud*, and none of the medical shows are doing very well," said one rep analyst. Both *USA Today* and *Feud* are fighting to hang on to time slots that King World is aggressively going after with its tabloid show, *Inside Edition*, scheduled for a January launch and currently having cleared 60% of the country.

Last week, however, GTG Entertainment President Grant Tinker and *USA Today: The Television Show* Managing Editor Jim Bellows talked to the program's affiliates around the country via closed circuit feed to allay concerns the company was not committed to the show. "We will be 'a go' for as long as you will stay with us," Tinker said. Tinker said the company has finally come up with the right format for the show, and he credited Bellows with the improvement. "We have found the show," he said. "Now we just have to get viewers to find it."

The good news for *USA Today* is that it showed marginal growth from October to November in Nielsen's metered markets. In October, the show averaged a 5.4 rating/11 share. The November books show the series improving to a 5.9/12. The bad news, said the rep firm executive, is that the show continues to lose an average of four share points from its lead-in. LBS's *Feud* showed minimal growth in November. The show scored a 6.4/14 in November, compared to the 6.0/13 it pulled in October. *Cosby* continued to show growth with a 9.9/19 in November, compared to the 9.2/19 it scored in October. The show increased its share 46% over its lead-in for November.

While the market has been rough and tumble for series that launched in September and October, it has also taken its toll on shows hoping to launch next fall. Buena Vista Television announced that it will not launch *Twenty Questions*, its first-run game show. "Our read of the marketplace now is significantly different than it was three months ago when we decided to take out *Twenty Questions*," said Bob Jacquemin, president, Buena Vista Television. Jacquemin pointed to the rush of tabloid-type shows to the marketplace as one reason for Buena Vista's decision. "We don't feel there are enough viable time slots available now," said Jacquemin.

Also, a company spokesman at Multimedia said the end is near for its first-run game show, *Jumble*. Though not officially declared dead yet, "a decision will be made in the next two weeks," he said, blaming a crowded marketplace for the show's uncertain status.

Lorimar, which is launching *Third Degree*, a game show similar in concept to *Twenty Questions*, insists the show "is receiving a positive response in the marketplace," and will be taken to NATPE. Lorimar, however, refused to discuss the show's clearances to date. □

Radio Free Europe/Radio Liberty: Free at last

Soviet Union stops jamming of shortwave services in what is being read as sign of glasnost

Without notice, the Soviet Union ceased jamming Radio Free Europe and Radio Liberty last Tuesday (Nov. 29), permitting the shortwave services to be heard in the Soviet bloc for the first time since their inception in the early 1950's, according to U.S. officials.

At a Washington press conference the following day, Ben Wattenberg, vice chairman of the Board for International Broadcasting, the federal agency that oversees the services, said the Soviet Union has made no announcement of the cessation. Engineers in the services' Munich headquarters noticed that the jamming stopped at 9 p.m. Munich time (3 p.m. ET), and subsequent reports from inside the Soviet Union confirmed that the signals were getting through, he said.

BIB Chairman Malcom S. Forbes Jr. praised the Soviet action. "The cessation of jamming against RFE/RL is a welcome and positive development.... By ending this practice, which violates a number of international agreements to which the USSR is a signatory, Mr. Gorbachev has sent a strong signal of his commitment to glasnost."

Gene Pell, president of RFE/RL, said he hopes "the experience of the past 24 hours will become permanent and will be extended to include an absolute and irrevocable end to all jamming."

Wattenberg speculated that the Soviet Union's action was a concession to the "open nature of global technology.... It's getting very, very hard to stop messages from getting anywhere in the world."

Forbes attributed it to a combination of politics and money. He said it may be "more than a coincidence" that the cessation occurred the week before Soviet President Mikhail Gorbachev was due to meet with President Reagan and President-elect George Bush in New York. Forbes said the end of jamming will save the Soviets a "significant sum of money." He estimated that jamming costs the Soviets from $750 million to $1.25 billion annually.

The Soviets stopped jamming the United States Information Agency's Voice of America broadcasts May 26, 1987 (BROADCASTING, June 1, 1987), except for those non-English language broadcasts to Afghanistan. In announcing the lifting of the VOA jamming, Soviet foreign ministry spokesman Yuri Gremiskih said the jamming of RFE/RL would continue because they are "instruments of the CIA," seeking the overthrow of the communist regimes of Eastern Europe. RFE/RL is primarily dedicated to covering the internal affairs of the countries in the Soviet bloc. By contrast, VOA focuses primarily on U.S. news.

Radio Free Europe broadcasts in nine languages to Eastern Europe and the Baltic nations. Radio Liberty broadcasts in 12 languages strictly to the Soviet Union and Afghanistan. Altogether, they account for some 1,600 hours of air time each week and reach an estimated 55 million listeners.

The officials would not speculate on any programing changes that might be made as a result, except that they hope to cut back on repeat broadcasts which were necessary to fight jamming.

RFE/RL broadcasts are still jammed in Czechoslovakia and Bulgaria. □

Altogether Now and *Love the One You're With*, are now being written. Grant said he expects pilots for those two shows and two additional comedies (yet to be revealed) to be in CBS's hopper for consideration for the start of next season. The CBS made-for project is entitled *The Phoenix Project*. The game show, being developed in association with Barry & Enright, is entitled *Ambush*.

The network passed on another half-hour project from Bob Nelson and on a one-hour contemporary series set in Puerto Rico called *San Juan*. Both projects have been optioned by ABC. The comedy would be ready for next September, but *San Juan* probably would not be ready for airing before the middle of the 1988-89 season, said Grant.

NBC-TV has so far optioned one made-for project from GTP entitled *The Chaperone*.

"The writers' strike put us a little bit behind time," Grant told BROADCASTING last week. But since the settlement three months ago, he said, "I'm pleased that we have a lot going. I am particularly pleased with the number of quality writers we have entered into creative associations with." They include Treva Silverman, Douglas Wyman, Larry Grusin, Michael Biber, Peggy Christiansen, Jack Wohl, Reinaldo Povod, Phil Penningroth, Tracey Jackson and Phil Hehn.

In addition, said Grant, veteran sitcom producer Dave Davies (*Taxi* and *The Bob Newhart Show*) has been signed as a general consultant to all the company's comedy projects.

GTP, said Grant, will be lean and mean. Other than Grant, the company has just three full-time staffers: Mitch Nedick, chief financial officer, and Alan Duke and Michael Wilson, executives in charge of business and creative affairs, respectively. "It's a small company," said Grant. "And I intend to keep it that way. I like the idea of having no layers between myself and the product." □

PBS, stations agree to set up prime time schedule

Service will also actively seek out specific programing rather than traditional process of planning schedule around proposals

With agreement in principle from the stations to adopt limited same-night carriage, the Public Broadcasting Service last week announced that within the next year it will establish a firm national prime time schedule and fundamentally change how public TV acquires programs.

Designating key series for same-night carriage, 8 p.m. to 10 p.m., Sunday through Friday night, PBS hopes to get "the synergy of common carriage" moving in the fall 1989 season, said Peter Downey, senior vice president, program support and development services. That synergy, he said, leads from print media focus on programs uniformly scheduled in most markets, to better viewership, to the ability to "guarantee" underwriters that their program production investments "get fair credit" because the program is reaching a national audience. Confident that PBS can achieve common carriage via at least one station per market, as well as press promotion, said Downey, the underwriters will also more readily invest in their own tune-in "ads."

The plan, while requiring same-night, same-order carriage of the designated programs, leaves open the 10-11 p.m. period on those nights, as well as all of one night per week (initially Saturday), for the local-option block. The stations will retain the flexibility to enact their local options during the first or last hour of prime time—a decision likely to be based on each station's time zone and counterprograming considerations, said Downey. Within the next two months, he said, PBS will offer a list of programs designated for same-night coverage next fall and will be able to assess station response.

PBS, he said, also intends to reverse an old program renewal trend—planning the schedule around program proposals. "Historically," he said, "proposals come in long before delivery of the schedule, so the schedule has been driven by what is there. We want to turn that around." With common carriage and the ability to outline the national schedule two years ahead of time, a "planned Station Program Cooperative" (SPC) can be instituted as early as next

Week 10 delivers 36.2 million households

The Thanksgiving holiday week (ended Nov. 27) went to NBC's 15.0 rating and 25 share, while ABC pulled in a 13.0/22 and CBS a 12.0/20. A typical slump period in the fall season, week 10 posted 300,000 fewer households delivered than last year's 36.5 million. If the networks are lucky, household audiences should begin to pick up again by week 12.

A noticeable casualty in the prime time standings, Thursday night programing suffered from low viewership. NBC's *Cosby Show* ranked 10th for the week, down from its usual number-one position. *A Different World* ranked 18th, down from a season-to-date rank of five.

The evening news race went to NBC, when the *Nightly News* gathered in a 10.5/20. CBS came in second with a 10.2/20, while ABC closed out the week with a 10.0/20.

	Nielsen	Net	
1.	24.3/41	N	Golden Girls
2.	23.0/34	C	60 Minutes
3.	22.2/34	N	NBC Sunday Movie
4.	21.2/37	N	Empty Nest
5.	20.6/31	A	Roseanne
6.	20.6/29	C	Murder, She Wrote
7.	19.9/31	N	NBC Monday Movie
8.	18.3/29	A	Who's the Boss?
9.	18.0/28	N	ALF
10.	17.9/31	N	Amen
11.	17.9/35	N	Cosby Show
12.	17.5/29	A	War and Remembrance
13.	17.4/26	N	Hogan Family
14.	17.3/29	A	Monday Night Football
15.	17.3/31	N	Cheers
16.	16.9/28	A	War and Remembrance
17.	16.9/32	N	Hunter
18.	16.1/30	N	Different World
19.	15.6/28	N	227
20.	15.5/27	A	Growing Pains
21.	14.9/21	N	Family Ties
22.	14.8/26	N	Dear John
23.	14.3/23	N	Night Court
24.	14.2/26	A	Full House
25.	13.7/22	N	Comedy Store 15th
26.	13.6/19	N	Day By Day
27.	13.6/23	N	Unsolved Mysteries
28.	13.5/25	A	Perfect Strangers
29.	12.8/20	C	CBS Sunday Movie
30.	12.7/21	C	CBS Wednesday Movie
31.	12.7/24	C	Circus of the Stars
32.	12.6/23	C	Knots Landing
33.	12.5/19	N	NBC Tuesday Movie
34.	12.4/24	A	20/20
35.	12.4/18	C	Designing Women
36.	12.3/20	A	MacGyver
37.	12.2/19	C	CBS Tuesday Movie
38.	12.1/22	N	L.A. Law
39.	12.0/18	C	Murphy Brown
40.	11.7/18	N	Magical World of Disney
41.	11.6/21	A	Mr. Belvedere
42.	11.6/18	C	Newhart
43.	11.1/20	C	Beauty and the Beast
44.	11.1/17	C	Garfield: His Nine Lives
45.	11.0/18	C	Inside the Sexes
46.	10.8/20	A	Just the Ten of Us
47.	10.8/18	N	JFK-Day in November
48.	10.5/15	F	Married...With Children
49.	10.4/18	C	Bugs Bunny Thanksgiving
50.	10.3/19	A	ABC Thursday Movie
51.	10.1/16	A	ABC Sunday Movie
52.	10.0/14	F	America's Most Wanted
53.	9.7/14	A	Mission: Impossible
54.	9.6/14	C	Coming of Age
55.	9.0/16	C	Paradise
56.	8.7/13	A	Incredible Sunday
57.	8.5/16	C	Smothers Bros. Thanksgiving
58.	8.4/16	N	NBC Friday Movie
59.	8.2/15	A	Police Story
60.	8.1/12	F	21 Jump Street
61.	7.1/12	A	Winnie the Pooh and Tigger
62.	7.0/13	C	NBA on CBS Special
63.	6.0/11	C	Raising Miranda
64.	5.8/8	F	Gary Shandling Show
65.	5.8/11	N	Something Is Out There
66.	4.6/7	F	Tracey Ullman Show
67.	4.0/7	F	Reporters
68.	3.9/6	F	Duet
69.	3.4/6	F	Beyond Tomorrow

©1988 Nielsen Media Research